

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMUNICATIONS, INC.

ADM BOX234-C4 REQ# M22713 "BUCK THE SYSTEM-TWO PACKS" Page 4/C Bleed (8 3/4" x 11 1/2") Nat'l Mags, 1990  
Printed in U.S.A.

# BUCK THE SYSTEM



**Full rich flavor,  
not full price.**

**SURGEON GENERAL'S WARNING: Smoking  
By Pregnant Women May Result in Fetal  
Injury, Premature Birth, And Low Birth Weight.**

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MP's suggested retail price

Kings Lights: 11 mg "tar," 0.7 mg nicotine - Kings: 14 mg  
"tar," 1.0 mg nicotine av. per cigarette by FTC method.

